



22 April 2021

Saxon House
211 High Street
Berkhamsted
Hertfordshire
HP4 1AD

+44 (0)1442 870800
www.abc.org.uk

ABC Reporting Standards changes

This document summarises the new Digital Event Standards. You can view the updated ABC Reporting Standards on our [website](#).

Digital Events

These new Standards allow you the opportunity to report attendance and other related data for online events, such as webinars, seminars and other virtual events.

Key points:

- a. The mandatory metric is attendance, which can include viewing the 'live' event or a 'time-shifted' recording of the event up to 3 months later.
- b. As organiser you must control access to the event in a manner that records attendance and with sufficient detail to enable duplicates to be removed.
- c. Our audit approach is to understand how your system/software solution measures and records attendees' activity and review its configuration/implementation in order to establish that it will provide the relevant information for your claim in accordance with these standards. You should therefore contact us as early as possible to discuss requirements, such as access to dashboards and additional records as necessary to verify the claim.
- d. You may report additional analyses or breakouts – please discuss these with us on registration.
- e. You may include two or more Digital Events on a single certificate. They will be listed individually with a figure for each.

Aggregated totals across a number of Digital Events may be reported via a separate Brand Report or Group Report.

The new Digital Events Standards can be found [here](#).